

# LICENSEE

Balancing effective public safety, excellent customer service and a reliable source of revenue.

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## Licensee Recognized for Violation-Free Record Since Opening More Than 50 Years Ago



Bates behind the counter of his beer on-premise and wine and beer off-premise store in rural Axton.

**R**epresentatives from Virginia ABC traveled down to Axton in southwest Virginia to honor licensee A.R. Bates, the 90-year-old owner of A.R. Bates Grocery. Bates was recognized for his violation-free record as the holder of an alcohol license since opening the store in 1949. *This outstanding record places him in a small minority in a state with more than 14,000 licensed establishments.* ABC Chairman Vernon Danielsen, along with staff from Enforcement, Hearings & Appeals and Public Affairs, visited with the owner, family and friends at the establishment and held an award presentation in his honor on Friday, April 2.

Danielsen presented the award to Mr. Bates, who had more than 20 family members, friends and store employees on hand for the ceremony. The special agent

assigned to the territory surrounding the store attended the ceremony as well as Special Agent in Charge of the Lynchburg Enforcement Office Buddy Driskill. Driskill spoke about the history of establishments in southwestern Virginia and commended the Bates family for their successful history as a reputable licensed establishment for so many years.

If you are wondering how this country store managed to avoid violations for more than five decades, the answer is simple. Mr. Bates has an understood respect for the law and the people of this quaint town respect him; they understood his rules and abided by them. In fact, according to a loyal patron, the store had a pool table years ago that was popular on week-ends. If the pool players ever got rowdy, Bates would lift up a pool stick in the

direction of the door, and the patrons would always go back to playing quietly. Even the little paper signs taped to one of the booths that read "No profanity" and "Quiet" written in black marker seem to do their job quite well. However, you don't have to be known and respected by everyone in town to operate a violation-free establishment. No matter if you operate a restaurant, bar, chain retail store or a convenience store, success can be realized by applying the same philosophy to your business as the Bates have for years. Mr. Bates said he never sold alcohol to an underage person in his life. He was loyal to his business, his family who loved the business and to the citizens of his community whose safety mattered. "If everyone respects the law, they could be in business for as long as I have..."

Old-fashioned general stores seem to be fading away these days. The store offers many ordinary convenience store items such as canned goods, drinks and snacks, but the shelves are also lined with unique items that invoke a feeling of nostalgia like aged plastic baby toys, Christmas ornaments, fishing supplies and old army jackets. "They don't sell much clothing, but it adds to the charm of the place," said Desmond Kendrick, grandson of the Bates. According to a recent front-page story in the Martinsville Bulletin, "some of that charm is captured in an old, red Coca-Cola drink box from the days when bare-foot kids glistening with summer sweat would lift up the top and pull out a 10-cent bottle of coke."

For years the store stayed open from 7 a.m. until 11 p.m., but the hours were shortened a few years back to closing at

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## Enforcement Update



S. Christopher  
Curtis, Director  
of ABC Bureau  
of Law  
Enforcement

**C**ontrol is one of three major elements of our vision and mission; along with *service* and *revenue*, it's taken into account everyday. *Control* comes from the Education Section staff working tirelessly to promote quality education and prevention initiatives. *Control* also comes from the Hearings & Appeals Division, utilizing a fair, impartial hearings process to monitor whether licensees are exercising their privileges in a manner consistent with public safety.

In addition, the Law Enforcement team is responsible for the compliance of more than 14,000 licensed establishments across the Commonwealth. It's this dedicated team of professionals that monitors these businesses everyday to ensure adults who choose to responsibly consume alcohol can do so in safe

environment. This role is what you, the licensees, see on a daily basis, but their job to ensure public safety encompasses much more than just compliance checks.

For instance, a special agent from the Staunton Office recently received Board recognition for saving the life of a 56-year-old Waynesboro man who was getting ready to jump onto Interstate 64 from a 20-foot bridge. The agent swiftly reacted and called area authorities for more support and was able to convince the man to get down from the bridge and go to safety.

Richmond agents have demonstrated their high level of skills through work on numerous investigations such as those involving narcotics usage and distribution in downtown establishments. They have willingly participated in high profile and dangerous situations in which their actions successfully halted many illegal activities.

Lynchburg area agents are combating the illegal manufacture of whiskey along with their other daily responsibilities. Illegal Whiskey Task Force agents are currently posting wanted flyers in ABC stores in southwestern Virginia requesting public information on these illegal stills.

Fourteen Alexandria agents were some

of the first law enforcement officers to arrive on the scene after the Pentagon was attacked on September 11. The special agents worked all day helping the injured and picked up rescue and recovery efforts again in the morning, assisting with traffic control, survivor evacuation, transportation of the wounded to hospitals, evidence collection, body retrieval and the creation of a temporary morgue. The Alexandria agents who initially responded continued working into the week and were joined by additional agents from the Richmond North and South Offices.

All these agents, along with the hard-working agents from the Abingdon, Charlottesville, Chesapeake, Hampton and Roanoke offices go above and beyond everyday with compliance checks, participation in federal task force investigations, and involvement in local and state investigations involving criminal activities ranging from drugs and gambling to money laundering and tax evasion.

Their work is commendable, and I am proud to work so closely with many committed individuals who are willing to go above and beyond the call of duty to preserve public safety.

## Board Addresses Employee Terminations as Response to Underage Sales

**W**hen an employee commits the ABC violation of serving and/or selling alcohol to an underage person, it appears to be a common practice for management to terminate the employee. *The ABC Board wishes to make it clear that this will not necessarily affect the Board's decision to lessen the penalties against the licensees.* Serving and/or selling alcohol to an underage person, which is against the law, is one of the most serious administrative violations of ABC law and causes severe consequences for the offending employee, the licensee and the public. However, the decision to terminate the offending employee may not always be the best solution, depending on the circumstances of the situation.

The ABC Board wants our licensee community to know that releasing

employees is not mandatory or even suggested by the agency. We recognize that terminating an employee who serves and/or sells alcohol to an underage person sends a strong message to other employees in the organization about the seriousness of the offense. However, there are times when the termination of an employee, especially a seasoned one, may have a negative outcome on the establishment. Terminating a long-term employee may actually prove to be counterproductive in attempts to curtail underage sales because the experienced employee may be replaced by someone with less training. In addition, if an employee received a penalty for serving an underage person, he or she will likely be more conscientious in avoiding the same mistake...more so than someone who

hasn't faced similar charges.

*Automatic termination will not necessarily affect the Board's decision to mitigate the penalty against the licensee.* However, ABC is not attempting to tell licensees how to operate their businesses and does not wish to override established policies. Some licensees, with businesses similar to ABC retail stores, have written policies requiring termination of any employee that sells alcohol to an underage person; ABC does not suggest that licensees revise these established policies. In addition, there are circumstances in which the termination of the employee's services would be warranted such as for multiple offenses, knowingly selling alcohol to an underage friend, or blatant disre-

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## Licensee Recognized

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Bates proudly holds the award as his friends and family take pictures. Driskill, middle, and Danielsen praised Mr. Bates for his history as an ABC Licensee.

8 p.m. Bates says he opens the store at 7 a.m. and stays all day. Even if he leaves to go home for a little while, he can still keep an eye on the store, as it's right next door.

The day before the ceremony ABC staff gathered around the family and customers to hear the tale told by Mrs. Annie Bates from the mid-fifties when the store had the first television set in town. "It was nothing fancy, having a small 11-inch monitor, but every Friday night 40 to 50 people would pile into the store and stand around to watch TV, mostly the boxing matches. In fact, the local preacher would stop service early on Sundays so he could be at the store in time for the fights." Mrs. Bates proudly told of how they had to close one door off because it was standing room only on fight nights.

Before presenting the award to Bates,

the Chairman spoke unscripted from his heart, telling of his memories growing up in southwest Virginia around stores similar to Bates Grocery. He also saluted them on their flawless record as an ABC license holder. "It takes the cooperative efforts of all licensed establishments working with the ABC Enforcement Bureau to ensure that the compliance rate increases and violations are eliminated," said Danielsen. "I am pleased to report that through the efforts of people like the Bates family, our record of avoiding sales to underage persons has gone from a 76 percent compliance rate to 88 percent in the last two years."

To get a feel for what Bates Grocery is like, you don't have to look much further than one of the stools or booths and ask one of the many regular customers who have been visiting the store daily for decades. The store is a second home, a part of their children's lives. Roger Pruitt, an endearing man with a mischievous smile, has spent time in the store five to six days a week for 45 years, since he was 14. Considered a longtime family-friend, this neighbor and customer says there is never any trouble at the store as everyone respects each other, especially the Bates. "Everyone is like extended family," he said. Another customer, affectionately called by his nickname Edsel, was asked how long he has been visiting the store, to which he replied with a smirk, "I have been coming eight days a week for 20 years."

Maybe so many spend their time at

Bates Grocery because of the sense of family you feel as you surround yourself with every personality in the room. The Bates have six children, 15 grandkids, 14 great grandkids and three great, great grandkids, and all but three family members live in the area. "We all grew up in this store," said Kendrick. "This is home to me. I took my naps in the booths. We considered some of the customers our uncles and aunts. I have so many fond memories of this place; it has touched my life as it has touched hundreds more."

### Condolences

**\*Editors Note:** A week after the ABC visit, Mrs. Annie Bates passed away at the age of 88 with family and friends by her side. It was an honor to meet and spend time with her. Our thoughts go out to the Bates family.



Albert Ree "A.R." and Annie Bates (seated) happily agree to take a family picture along with their daughter and son-in-law.

## Board Addresses Underage Sales

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gard for the law. The determination should be made on a case-by-case basis by management.

We urge you to remember that the most effective tool for preventing underage sales violations is to ensure that your employees receive thorough training that conveys all of the risks of selling and/or serving alcohol to underage persons.

These training programs should include information on the risks to the underage person, to the employee personally and to the business. Training is your best defense against fines, suspensions and revocation and can be achieved by proper emphasis by in-house management. ABC special agents are also available to assist with training and materials. Visit

[www.abc.state.va.us/education.html](http://www.abc.state.va.us/education.html) for more information on training opportunities.

*Thomas S. Danielsen*  
*Edsel H. Vassar*  
*W-763-7*

# Licensee violations and penalties — October 2003 - March 2004

Compiled by Public Affairs

As a result of ABC Bureau of Law Enforcement investigations and the ABC hearings process, the following businesses received a minimum sanction of a 10 to 30-day suspension and/or at least a \$1,000 fine from

October 2003 to March 2004. These Sanctions are reported to raise the awareness of ABC licensed businesses. The intent is to inform licensees of the potential penalties for violating Virginia's ABC Laws and Regulations.

It is the hope that making licensees aware of these major violations will serve as a deterrent. Most licensed establishments operate clean and safe businesses as encouraged by the Virginia ABC Board.

Licensee	Violation	Penalty
212 NYC/ Virginia Beach	Establishment ceases to qualify as a restaurant, allowed lewd, disorderly conduct, failed to keep accurate records, licensee was convicted felon, licensee allowed striptease acts, or the like, kept alcoholic beverages not authorized to sell.	Revoked
Anna's Pizza & Italian Rest./Chesapeake	Sold to underage person	30 days suspended or 10 days suspended & \$1,500 fine
Aramark Entertainment/Bristow	Sold to underage person	30 days suspended or 10 days suspended & \$3,000 fine
B& R Grocery/Boyce	Sold to underage person	Accepted offer in compromise 15 days suspended
Beach House Grill/Williamsburg	Sold to underage person	30 days suspended or 10 days suspended & \$3,000 fine
Blairs Expressway Mart/Blairs	Sold to underage person on two occasions	30 days suspended or 10 days suspended and \$4,500 fine
Blues Cafe & Bristo/Richmond	Sold to underage person, failed to keep complete, accurate records	25 days suspended or \$1,000 fine
Capitol Cafe/Pearisburg	Licensee does not conform to the requirements of the governing body of Giles County; sanitation; health; construction, or equipment	Revoked
Cecilia's Restaurant/Arlington	Allowed noisy & disorderly conduct; Licensee a convicted felon	60 days suspended or 30 days suspended and \$6,000 fine
7-Eleven, Inc./Woodbridge	Sold to underage person	30 days suspended or 5 days suspended and \$5,000 fine
Italiano Fine International Cuisine/Roanoke	Sold to underage person	25 days suspended or \$2,000 fine
J&M Convenience Store/Chatham	Sold to underage person	30 days suspended or 10 days suspended and \$3,000 fine
La Villa Market/Reston	Sold to underage person, kept alcoholic beverages that was not authorized to sell	Revoked
Los Jarochos/New Canton	Licensee has aided or abetted a person who is not licensed under the ABC Act to sell alcoholic beverages in this state	Revoked

## Licensee violations and penalties (*continued*)

Licensee	Violation	Penalty
Mary Jane's Restaurant/Lynchburg	Allowed a form of illegal gambling on licensed premises	Accepted offer in compromise to pay \$2,000 fine in lieu of 25 days suspension
Star City Food Center/Roanoke	Sold to underage person	30 days suspended or 10 days suspended and \$3,000
The Underground/Virginia Beach	Cannot demonstrate financial responsibility	30 days suspended or 15 days suspended and \$2,000 fine

## ABC Court Reporters Earn Certifications

By Robert O'Neal, Chief Hearings Officer

The Virginia Court Reporters Association certified all three ABC court reporters working in the agency's Hearings & Appeals Division as Certified Court Reporters (CCR) last July. Tracy Westfall, Donna Tuten and Sandy Campbell were required to maintain professional excellence in transcription speed, accuracy and professional demeanor to receive these certifications.

These diligent court reporters take a word-for-word transcription of testimony given in all initial ABC administrative hearings on disciplinary matters and franchise cases. When needed, they also complete transcriptions of appeal hearings before the Board. Due to their efficient work, Hearings & Appeals is able to

reassure licensees that testimony and comments from ABC hearings are accurately and completely transcribed for use by the Board and Circuit Courts in Virginia. These transcripts are prepared to ensure that licensees are treated fairly and impartially. Anyone who appeals an ABC decision has a complete record of their respective hearing because of this court reporting process.

Campbell and Tuten graduated from the Reporting Academy of Virginia in 1994 and 1995, respectively. Westfall graduated from the Ohio Academy of Court Reporting with an Associates Degree in Applied Science in 1993. She is also recognized as a Registered Professional Reporter (RPR) and CSR

(Certified Shorthand Reporter) in North Carolina. ABC's court reporters are active members of the National Court Reporters Association.



From left to right, Donna Tuten, Tracy Westfall, and Sandy Campbell

## Bowman Distillery Sold to New Owner

The nation's oldest and smallest family-owned bourbon distillery A. Smith Bowman was sold this past winter to New Orleans-based Sazerac Company, Inc. Bowman, founded by Bowman and his two sons in 1935, had been a long time Fredericksburg business and distiller of the widely known bourbon Virginia Gentleman. The distillery's name will remain the same, and the production of Virginia Gentleman will not be affected.

Sazerac officials and a Bowman's distillery led visitors, including ABC staff and Board Members, on a tour of the facility in December. Sazerac's President and Chief Executive Officer Mark Brown

hopes the sale will lead to enhanced marketing of Bowman brands. In fact, Brown hopes to incorporate a tourism office at the distillery to market the site, similar to the tourism office he placed at the Buffalo Trace Kentucky Straight Bourbon distillery. Also President and CEO of Buffalo Trace, Brown said more than 40,000 people visited the Kentucky distillery in 2003.

According to a Free Lance-Star story printed in December, Brown says they may produce single-barrel bourbon at the Fredericksburg site, which means the spirits from one barrel would be bottled separately instead of mixing contents with other barrels. Since no two trees are alike, the acid in the different wood barrels would give each batch its own color and

taste, resulting in one-of-a-kind whiskey from each barrel.

Sazerac's other products include Dr. McGillicuddy's Mentholmint Schnapps, Tequila Herradura and Rain Vodka.



John "Jay" Adams, Jr. (left), president and chief executive officer of Bowman Distillery, teams up with Mark Brown for this exciting new partnership.

# RSVP Kicks Off In Virginia

**V**irginia ABC introduces **Responsible Sellers and Servers: Virginia's Program**, a new training to help sellers and servers (cashiers, clerks, bartenders, wait staff and other front line personnel) become more responsible and to better understand ABC laws, rules and regulations. ABC special agents will conduct these trainings across the state, which provide participants with the opportunity to talk directly to the agents.

RSVP was developed specifically for Virginia's sellers and servers and is not designed nor intended to replace any of the Training for Intervention ProcedureS (TIPS) curriculums offered through Health Communications, Inc. or other similar seller/server programs.

RSVP participants will learn about the laws and administrative regulations that govern alcohol sales and consumption in Virginia. They will also learn how to prevent sales to minors and intoxicated customers, how to spot fake identifications, how to document alcohol-related incidents and much more.

RSVP will take place at ABC regional offices and other designated facilities throughout Virginia. The class is available at no charge, but participants are encouraged to register at least two-weeks in advance. See the schedule below.

## 2004 Summer Schedule

### Hampton Region

June 16 - 9:30 a.m. to 12:30 p.m.  
Hampton ABC Regional Office  
4907 West Mercury Boulevard

July 14 - 9:30 a.m. to 12:30 p.m.  
\*Franklin, Va. (not Franklin County)

August 11 - 9:30 a.m. to 12:30 p.m.  
\*Williamsburg

September 22 - 9:30 a.m. to 12:30 p.m.  
\*Suffolk

### Chesapeake Region

June 21 - 9:30 a.m. to 12:30 p.m.  
Chesapeake ABC Regional Office  
1103 South Military Highway

July 19 - 1 p.m. to 4 p.m.  
Chesapeake ABC Regional Office

August 16 - 9:30 a.m. to 12:30 p.m.  
Chesapeake ABC Regional Office

September 20 - 1 p.m. to 4 p.m.  
Eastern Shore of Va. Chamber of Commerce,  
19056 Parkway Drive, Melfa

### Alexandria Region

June 30 - 9 a.m. to 12 p.m.  
Alexandria ABC Regional Office  
501 Montgomery Street

July 28 - 9 a.m. to 12 p.m.  
Alexandria ABC Regional Office

August 25 - 9 a.m. to 12 p.m.  
Alexandria ABC Regional Office

September 29 - 9 a.m. to 12 p.m.  
Alexandria ABC Regional Office

### Roanoke Region

June 22 - 10 a.m. to 1 p.m.  
Roanoke DEQ Conference Room  
3019 Peters Creek Road

July 27 - 10 a.m. to 1 p.m.  
Southwest Virginia Higher Education Center,  
Abingdon

August 24 - 10 a.m. to 1 p.m.  
Roanoke DEQ Conference Room  
3019 Peters Creek Road

September 21 - 10 a.m. to 1 p.m.  
Donaldson Brown Center, Va. Tech  
Blacksburg

### Lynchburg Region

June 15 - 9 a.m. to 12 p.m.  
and 1 to 4 p.m. (two sessions)  
Lynchburg Regional Office,  
20353-A Timberlake Rd.

June 16 - 9 a.m. to 12 p.m.  
and 1 to 4 p.m. (two sessions)  
Old Train Station, Farmville

July 20 - 9 a.m. to 12 p.m.  
South Hill Police Department  
Conference Room

August 11 - 9 a.m. to 12 p.m.  
Danville Community College

September 22 - 9 a.m. to 12 p.m.  
Henry County Emergency Services  
1024 Dupont Road, Martinsville

### Richmond Regions

June 1 - 9 a.m. to 12 p.m.  
and 1 to 4 p.m. (two sessions)  
\*Richmond

July 7 - 9 a.m. to 12 p.m.  
and 1 to 4 p.m. (two sessions)  
\*Richmond

August 11 - 9 a.m. to 12 p.m.  
and 1 to 4 p.m. (two sessions)  
\*Richmond

September 15 - 9 a.m. to 12 p.m.  
and 1 to 4 p.m. (two sessions)  
\*Richmond

### Staunton Region

June 9 - 9 a.m. to 12 p.m.  
Lord Fairfax Community College,  
Middletown

July 8 - 9 a.m. to 12 p.m.  
Lord Fairfax Community College,  
Fauquier Campus, Warrenton

August 11 - 9 a.m. to 12 p.m.  
James Madison University  
CFW Room, Harrisonburg

September 14 - 9 a.m. to 12 p.m.  
Augusta County Government Center Board  
Room, Verona

**\*In listings where the site is not specified, participants will be notified of training sites after registering.**



# Registration Form

## Register On-line!

Register on-line and you will receive an automatic e-mail confirming your spot in the class along with directions and parking instructions. If you do not have access to the Internet, please mail the attached form to: Virginia Department of Alcoholic Beverage Control, RSVP/Education Section, P.O. Box 27491, Richmond, VA 23261-7491.

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

RSVP Training Location \_\_\_\_\_

RSVP Training Date and Time \_\_\_\_\_

## Space is limited!

It is recommended that each business register no more than five people. We realize that the scheduled classes will fill up quickly and some businesses will want to send more than five staff members to one class. If you are interested in training a large number of staff, contact your agent, regional ABC office or send an e-mail to [education@abc.state.va.us](mailto:education@abc.state.va.us). Additional classes may open based on demand and agent availability. Check the ABC Web site at [www.abc.state.va.us](http://www.abc.state.va.us) for updates or call 804-213-4688.

# A Menu of Seller and Server Training Opportunities

With the introduction of Responsible Sellers and Servers: Virginia's Program (RSVP), now is a great time to clarify some of the different seller/server programs available to licensees through commercial business and nonprofit organizations. While Virginia ABC does not formally certify or endorse these programs, licensees are encouraged to take training to improve their customer service and practices when serving and selling alcoholic beverages.

Training for Intervention Procedures<sup>®</sup> or TIPS<sup>®</sup> is a national program based in Arlington, Virginia and a division of Health Communications, Inc. TIPS offers nine different programs, including the off- and on-premise classes. Participants who complete the class with a satisfactory test score become TIPS certified. The on-premise class is designed to last five

hours and is for servers at restaurants, hotels or any establishment where alcohol is consumed. The off-premise class lasts three hours and is for cashiers and clerks at grocery stores, convenience stores and specialty stores. Licensees interested in taking TIPS training can visit their Web site at [www.gettips.com](http://www.gettips.com) or call 1-800-GET-TIPS.

Techniques of Alcohol Management<sup>®</sup> or TAM,<sup>®</sup> part of the National Hospitality Institute, is an educational program developed by the licensed beverage industry in conjunction with liquor control, law enforcement, highway safety and substance abuse organizations. TAM training covers a wide variety of information including false identifications, laws, rules, and regulations, clinical effects of alcohol, customer disturbances and alcohol management. Visit their Web

site at [www.tamusa.org](http://www.tamusa.org) or call 1-800-292-2896 for more information.

Several other related programs are also available such as Techniques for Effective Alcohol Management (TEAM) for alcohol sales at stadiums and large outdoor venues. For more information on this program, go to [www.teamcoalition.org](http://www.teamcoalition.org). In addition, there is an on-line training called Learn 2 Serve, created for hotel, restaurant, convenience and grocery store employees and managers. Learn 2 Serve also provides food safety management training. To learn more about Learn 2 Serve, visit [www.learn2serve.com](http://www.learn2serve.com).

Do you use another program that you have found to be useful for your business? Share it with other licensees throughout Virginia. Send an e-mail to [rmbrown1@abc.state.va.us](mailto:rmbrown1@abc.state.va.us) or call 804-213-4688.

# Ask ABC: Questions from the Field

"Ask ABC" is intended to provide answers to common and not-so-common questions that affect ABC retail licensees and their employees. This serves as an easy-to-use supplement to all of the education materials already offered through ABC, but is not a legal document and does not supercede the Code of Virginia, Virginia Administrative Code or any other statute.

Have a retail license question for ABC?

To submit a question to Ask ABC, please e-mail your question and a photo (jpeg preferred) of your establishment to:

[mwmillr@abc.state.va.us](mailto:mwmillr@abc.state.va.us)

**Q: My friend has a DUI conviction on his record, but he would like to work in my establishment as a bartender. Can I hire him?**

A: Licensees may not knowingly employ any agent, servant, or employee other than a busboy, cook or kitchen help, any person who has been convicted of a felony or of any crime or offense involving moral turpitude (lying, cheating or stealing), or any law related to the manufacture, transportation, possession, use or sale of alcoholic beverages; *this includes DUI convictions*. Employers desiring to hire such persons or who learn of an existing employee's conviction must immediately notify the special agent assigned to their establishment for further instructions (COV 4.1-225).

**Q: I would like to add a patio to my establishment for serving food and alcohol. Can I do this?**

A: Licensees desiring to add outdoor patios to their licensed premises must request and receive ABC approval prior to selling, serving or allowing the consumption of alcoholic beverages on such premises. A special agent will conduct an investigation to determine if the area is in conformance with applicable laws, regulations, policies and guidelines. If objections are raised the special agent may recommend the matter for a hearing. Contact the special agent assigned to your establishment prior to construction for guidance.

**Q: You are considering running a radio advertisement that encourages customers to come to your establishment and "party until they drop." Is this allowable advertising?**

A: No. Encouraging excessive consumption of alcohol is not allowed. Contact your ABC agent or your ABC Regional Enforcement Office with advertising questions (3 VAC 5-20-10.E).



Governor  
Mark R. Warner

**Governor Mark Warner is dedicated to seeing Virginia lead the nation in the new century and in the new economy.**

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**Visit ABC online at** [www.abc.state.va.us](http://www.abc.state.va.us)



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